




Abramson Brothers Inc.
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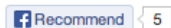
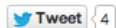
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Summer incentives keeping business hot

By REW Staff

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Working through summer can be rewarding

for a corner office in the Abramson building at 42nd and Fifth. "It pushed me to get that deal done quicker than I would have," Gomez said.

A good relationship with the brokerage community is important for any landlord, according to Alan and Adam Abramson.

"My father... could spot when a young broker hadn't closed his or her first deal yet. It was like a religion to him, if he could be the person to make that first deal," Alan said. "If you make someone's first deal, they'll never forget you. They'll come back to you again and again."

The Abramsons also pointed out that they pay the full, 100 or 150 percent commission at closing.

"One of our internal mantras is, we love to pay commission ... it's how we want our relationship with the brokerage community to be founded," said Adam, who represents the third generation in the family business.

Gomez, who said he doesn't usually slow down in the summer, sees incentives as a shrewd move.

"They're very intelligent owners," he said of the Abramsons. "Having a vacant space is not going to generate any income, and it's the number one reason buildings lose money. And 150 percent commission is a huge incentive, considering the brokerage community lives by commission."

Sporting tickets are a popular incentive, and while they may not have the pull of cold, hard cash, football fans might want to check out New Jersey, where Bergman Real Estate and Colliers are offering the broker who leases the most space at Florham Park Corporate center between now and Jan. 15 two VIP tickets to Super Bowl XLVIII, along with a slew of other incentives, including a \$50 gift card for just showing a client space in the building.

By Sarah Trefethen

It's tempting to slow down in the heat of summer, but brokers who hustle through the dog days have the opportunity to take advantage of some anti-lazy day incentives.

Ever since the financial crisis, Abramson Brothers, a Midtown landlord, has offered 150 percent commission between Memorial and Labor days to any broker who brings a tenant into one of their buildings.

"It's been a very successful promotion," said Alan Abramson. "What it's succeeded in doing is it encourages brokers to bring clients in to our buildings."

David Gomez, president of Fountain Realty, recently closed a 10-year deal with his client, Atelier Design,



ALAN ABRAMSON